INFORMATION LETTER

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No. 1800 — Washington, D. C. — October 15, 1960

Scientists Back FDA Proposal for More Inspection Authority

The FDA's proposal to Congress that its factory inspection authority be enlarged under the Food and Drug Act has been endorsed by a special advisory committee of scientists from the National Academy of Sciences-National Research Council.

The committee, consisting of eight scientists, was appointed last June as an outgrowth of hearings by the Senate Antitrust and Monopoly Subcommittee. The committee of scientists was asked to review the policies, procedures, and decisions of FDA's New Drug Branch, and also was invited to present any recommendations it might consider desirable for the protection of the public health through the functions of the FDA.

In its report, just made public, the scientific advisory committee endorsed the proposal of the FDA Commissioner to amend the Food and Drug Act so as to enlarge the authority of FDA inspectors under the factory inspection provisions. That proposal was forwarded to Congress, with Secretary Flemming's approval, following the Senate investigation of the FDA New Drug Branch, and was introduced in both the Senate and House (see INFORMATION LETTER of July 9, page 211).

Although the legislation ostensibly was concerned primarily with FDA control over new drugs, it also contained a proposal to amend Section 704, the basic authorization for FDA to make factory inspections in the food, drug, and cosmetic industries.

The scientific advisory committee gave a blanket endorsement to the FDA proposals "to clarify and strengthen existing inspection authority." Although the scientists' support for the factory inspection amendment may have been predicated only on its concern with manufacturing and packaging of drugs, their endorsement seemingly relates to the entire proposal.

Another recommendation in the scientists' report was: "The committee urges the Commissioner to seek such authorization as may be necessary to establish an advisory organization of scientific and technical experts as a recognized resource for advice on criteria, procedures, and policies for the execution of the responsibilities of the FDA."

USDA Extends Scope of Meat Inspection Service

USDA meat inspection is being made available for products which contain small amounts of meat or have an ingredient that is a meat derivative, even though the products may not be classified as meat products.

In announcing the new service, USDA listed pork and beans among the products for which it would be available.

Under the new program, such foods may be inspected for wholesomeness and labeled with the meat inspection marks of the USDA.

USDA said that a number of manufacturers have requested federal inspection in order to facilitate export of their commodities or to place them in certain domestic markets.

The new inspection program is wholly voluntary on the part of manufacturers, and processors who apply for and receive the inspection will reimburse the federal government for the service.

Processors may obtain additional information from the nearest USDA Meat Inspection Division Office.

FTC Preparing To Mail Questionnaire to Canners

The Federal Trade Commission is preparing to mail questionnaires to canners of fruits and vegetables in connection with its "Economic Inquiry into Food Marketing."

FTC expects to mail the questionnaires next week.

The questionnaire for fruit and vegetable canners is expected to be similar to one mailed to freezers a month ago (see INFORMATION LETTER of Aug. 20, page 245, and Sept. 3, page 253).

FDA Regulation under Color Additive Amendment

The FDA on October 12 issued the first of new regulations under the Color Additive Amendment to the Federal Food, Drug, and Cosmetic Act. Among other things, the regulations list color additives other than coal tar colors which were known to have been in use in foods, drugs, and/or cosmetics prior to enactment of the law on July 13, 1960, and which may therefore continue in use for the 2½-year grace period, or unless and until data are available on which to establish a tolerance or to revoke the provisional listing.

N.C.A. has reproduced the FDA regulation under the Color Additive Amendment as a Supplement to this issue of the INFORMATION LETTER.

Vegetables for Processing—Indicated Production

	1959	1960 Indicated	Percent change from 1959
	(tons)	(tons)	
Green lima beans	82,700	101,570	+23
Snap beans	369,810	429,890	+16
Beets	143,200	147,300	+ 3
Cabbage for kraut (contract)	103,100	134,000	+30
Sweet corn	1,582,200	1,433,800	− 9
Green peas	473,740	437,990	− 8
Spinach (winter and spring)	130,300	129,250	− 1
Tomatoes	3,508,250	3,909,200	+11
Total	6,393,300	6,723,000	+ 5

This year's prospective production of eight important vegetables for commercial processing is 5 percent more than in 1959 and 11 percent above the 10-year average, according to the Crop Reporting Board of USDA.

As of October 1, the estimated tonnage of the eight crops total 6.7 million tons. These crops usually account for about 92 percent of the total production of the 10 crops for which USDA makes estimates.

Tomatoes

Production of tomatoes for processing was estimated October 1 at 3,909,200 tons, 11 percent above last year and 14 percent above average. A nationwide average yield of 14.0 tons per acre sets a new record high, and compares with 12.0 tons per acre last year and the average of 10.2 tons per acre for 1949-58.

Good growing conditions have produced high yielding crops throughout the country. The October 1 estimate of production is 5 percent above a month earlier. With most states near the end of harvest and canners reevaluating the crop, it was necessary for USDA to revise the production forecast upward in all major states except California, Michigan, Maryland, Florida, and Texas. A yield of 16.0 tons per acre is still indicated in California.

State	10-year ave. 1949-58	1959	1960 Indicated	Percent change from 1959
	(tons)	(tons)	(tons)	
N. Y.	147,800	110,100	99,000	−10
N. J.	225,000	176,400	252,600	+43
Pa.	173,000	131,300	177,800	+35
Ohio	190,300	296,000	360,000	+21
Ind.	268,800	266,200	270,200	+ 2
Ill.	104,400	114,700	130,500	+14
Mich.	65,100	82,500	90,000	+ 9
Wis.	8,500	6,300	6,000	− 5
Iowa	10,700	23,000	28,800	+25
Mo.	6,000	5,000	3,000	−40
Del.	33,100	17,100	28,500	+67
Md.	122,800	70,000	102,300	+46
Va.	58,300	35,000	40,000	+14
S. C.	3,000	4,100	5,000	+22
Fla.[1]	36,200	33,850	33,100	− 2
Ky.	5,000	2,500	3,200	+28
Ark.	10,000	5,200	8,000	+54
Texas	43,600	45,600	24,000	−47
Colo.	23,600	29,600	27,500	− 7
Utah	69,900	33,100	45,900	+39
Calif.	1,815,600	1,997,400	2,160,000	+ 8
Other States[2]	16,200	22,700	13,800	−39
U. S. Total	3,438,800	3,508,250	3,909,200	+11

[1] Sum of estimates by seasonal groups. [2] Ala., Ariz., Kans., La., Miss., Nebr., N. M., N. C., Okla., Ore., Tenn., Wash., and W. Va.

Sweet Corn

Sweet corn production is forecast at 1,433,800 tons, 9 percent less than last year's production but 4 percent more than average. The October 1 yield averages 3.45 tons per acre compared with 3.78 tons last year and the average of 3.18 tons per acre.

Lower yield prospects in New York and Minnesota were responsible for bringing the October forecast slightly below that of a month earlier. Partially offsetting these were better yields per acre in Pennsylvania, Indiana, and Illinois.

State	10-year ave. 1949-58	1959	1960 Indicated	Percent change from 1959
	(tons)	(tons)	(tons)	
Maine	22,200	16,800	13,900	−17
N. Y.	68,400	63,500	68,000	+ 7
Pa.	28,800	22,600	30,900	+37
Ohio	26,700	19,500	15,400	−21
Ind.	47,700	48,000	42,000	−12
Ill.	201,200	210,200	230,400	+10
Wis.	294,400	401,200	313,100	−22
Minn.	294,500	332,400	275,900	−17
Iowa	63,200	34,000	17,000	−50
Del.	12,100	18,400	17,700	− 4
Md.	75,200	93,200	96,100	+ 3
Idaho	47,600	73,400	64,700	−12
Wash.	67,500	81,000	79,800	− 1
Ore.	65,400	93,000	109,600	+17
Other States[1]	68,200	74,400	59,300	−20
U. S. Total	1,383,200	1,582,200	1,433,800	− 9

[1] Ark., Calif., Colo., La., Mich., Mont., Nebr., N. H., N. J., Okla., S. D., Tenn., Texas, Utah, Vt., Va., and Wyo.

Cabbage for Kraut

Contract production of cabbage for sauerkraut is forecast at 134,000 tons, 30 percent more than last year and 21 percent above average.

The total early fall crop is estimated at 462,650 tons, 21 percent above last year but 6 percent below average.

State	1950 Total[1]	1959 — Contract[2]	1960 Indicated — Contract[2]
	(tons)	(tons)	(tons)
N. Y.	50,000	26,400	31,200
Ohio	10,600	10,600	20,800
Wisconsin	38,900	22,400	37,400
Other states[3]	50,200	43,700	44,600
U. S. Total	149,700	103,100	134,000

[1] Total acreage is the contract acreage (footnote 2) plus an equivalent acreage from which open market purchases were made.

[2] Contract acreage includes acreage grown by packers on own or leased land, acreage grown under contract with growers, and equivalent acreage on contracted acreage.

[3] Colo., Fla., Idaho, Ill., Ind., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Ore., Tenn., Utah, Va., and Wash.

Green Lima Beans

A total production of 101,570 tons of green lima beans for canning and freezing is forecast. This is 23 per cent above last year's production and 7 percent above the 10-year average. A yield of 2,211 pounds per acre is indicated, compared with 2,127 pounds last year and the average of 1,890 pounds.

The October forecast is 3 percent less than that of a month earlier. A reduction in California's production was responsible for the largest portion of the change. The crop did not produce as well as expected.

State	10-year ave. 1949-58	1959	1960 Indicated	Percent change from 1959
	(tons)	(tons)	(tons)	
N. Y.	2,400	620	610	− 2
Pa.	2,750	1,560	1,570	+ 1
Mich.	1,490	1,360	1,280	− 6
Wis.	5,510	4,600	5,740	+25
Del.	15,400	10,370	16,160	+56
Md.	3,080	1,140	1,450	+35
Va.	2,530	300	160	−47
Wash.	1,310	870	1,690	+94
Calif.	35,870	37,680	42,850	+14
Other states[1]	24,870	24,200	29,970	+24
U. S. Total	95,200	82,700	101,570	+23

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Minn., Mo., N. J., Ohio, Okla., Ore., Tenn., and Utah.

Beets

Production of beets for canning is placed at 147,300 tons, 3 percent more than last year but 7 percent below average. Reports from canners indicate a yield of 10.1 tons per acre compared with last year's 10.6 tons and the 1949-58 average of 8.9 tons per acre.

The October forecast is a little under that of September. Smaller production than expected in New York and Michigan more than offset an increase in Wisconsin.

State	10-year ave. 1949-58	1959	1960 Indicated	Percent change from 1959
	(tons)	(tons)	(tons)	
N. Y.	42,500	51,600	50,400	− 2
Mich.	7,300	5,400	4,200	−22
Wis.	60,500	46,600	41,400	−11
Ore.	20,600	20,400	23,400	+15
Other states[1]	25,400	19,200	27,900	+45
U. S. Total	159,200	143,200	147,300	+ 3

[1] Calif., Colo., Del., Ill., La., Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, Wash., and Wyo.

Market News Service Described

USDA has issued a 62-page illustrated report describing the Federal-State Market News Service. The agency collects and disseminates detailed information on prices, movement, and supplies of farm products at central markets and major distribution centers.

Single copies of the report, *Market News* (AH 118, Vol. 10), may be obtained from the Office of Information, USDA, Washington 25, D. C.

Supply, Pack, and Shipment of Certain Canned Foods

Carryover stocks of canned fruits, vegetables and juices at the beginning of the 1960-61 season were the lowest in four years. At the beginning of the current marketing season 77.4 million actual cases were carried over in canners' warehouses from last season. This is 14 percent less than the 90.1 million cases carried over a year earlier.

Most of the decline in carryover stocks was the result of the sharp decline in carryover stocks for the 15 canned vegetables. The carryover stocks for the 14 canned fruits were higher than a year ago by 21 percent, but were smaller than the 1957-58 carryover.

Total shipments of the 35 canned products (14 fruits, 15 vegetables, and 6 juices) during the 1959-60 season were 5 percent greater than the previous record shipments of 388.7 million cases during the 1957-58 season. During the past eight years shipments of these canned products have increased each successive year except one.

When the carryover is expressed in terms of months of supply based upon the previous year's shipments, the carryover into the 1960-61 season was the equivalent of about 2⅛ months' supply, compared with 2.85 months' supply carried over a year ago. The carryover of canned fruits into the current season was the equivalent of 2.7 months' supply, compared with 2.5 a year ago. Carryover stocks that canners held at the beginning of this season for canned vegetables were less than two months' supply. A year ago canners carried over stocks of canned vegetables that were the equivalent of 2.6 months' supply. The carryover of canned juices was the equivalent of about 2.8 months' supply in each year.

The following table summarizes beginning stocks, pack, supply and season shipments for the past three seasons:

	1957-58	1958-59	1959-60
	(*millions of actual cases*)		
Fruits:			
Beginning stocks	27.3	22.2	22.0
Pack	108.9	106.9	122.8
Supply	135.2	129.1	144.8
Season shipments	113.0	107.2	118.1
Vegetables:			
Beginning stocks	46.1	43.9	51.4
Pack	199.0	207.7	194.7
Supply	245.1	251.6	246.1
Season shipments	201.2	200.2	211.5
Juices:			
Beginning stocks	18.2	14.0	16.7
Pack	70.3	74.0	68.2
Supply	88.5	88.0	84.9
Season shipments	74.5	71.3	68.7
Total:			
Beginning stocks	91.6	80.1	90.1
Pack	377.2	388.6	385.8
Supply	468.8	468.7	475.8
Season shipments	388.7	378.7	398.4

Deciduous Fruit Production

Total production of deciduous fruits is expected to be down 8 percent from last year but 1 percent above average, on the basis of October 1 conditions, according to the Crop Reporting Board of USDA.

During September the estimated production of apples, pears, grapes, and plums declined, although the change in pears was minor. There were small increases for peaches and prunes. Peaches, apricots, sweet cherries, and cranberries are the only 1960 crops for which estimates exceed last year's production. The cranberry crop is expected to be the largest of record.

	1959	1960 Indicated	Percent change from 1959
	(*thous. of bushels*)		
Apples, all	121,787	107,710	−12
East	58,890	49,810	−15
Central	23,112	21,385	− 7
West	39,785	36,515	− 8
Peaches, all	74,339	74,723	+ 1
Pears, all	30,191	26,405	−13
	(*tons*)	(*tons*)	
Bartlett pears, 3 Pacific coast states	490,500	416,000	−15
Plums, all	99,700	94,000	− 6
Calif.	93,000	88,000	− 5
	(*barrels*)		
Cranberries, all	1,237,200	1,315,500	+ 6
Mass.	545,000	740,000	+36
N. J.	95,000	86,000	− 9
Wis.	440,000	385,000	−12
Wash.	106,000	66,000	−38
Ore.	51,200	38,500	−25

Production of Field Crops

Following are prospects for production of selected field crops, on the basis of October 1 conditions, according to the Crop Reporting Board of USDA:

	1959	1960 Indicated	Percent change from 1959
	(*thousands of cwt*)		
Potatoes	243,281	253,203	+ 4
Sweet potatoes	18,703	15,161	− 9
N. J.	1,360	1,378	+ 1
Va.	1,958	1,900	....
La.	5,022	3,380	−33
Ala.	684	540	−11
Miss.	1,083	768	−29
	(*thousands of bags*)		
Dry beans	18,212	17,857	− 2
Dry peas	4,375	2,732	−38
Rice	53,122	53,363	....

Dr. Stier Elected

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, was elected vice chairman of a new committee on "Sensory Evaluation of Materials and Products" recently organized by the American Society for Testing Materials.

An organizational meeting of the committee was held at the Philadelphia headquarters of ASTM on October 12. Committee membership includes more than 60 persons representing manufacturers of all types of consumer products as well as educational institutions, research organizations, and government agencies such as FDA, QMC, USDA, and the National Bureau of Standards. Purpose of the committee is the promotion of knowledge, stimulation of research, and the development of principles and recommended practices for the sensory evaluation (including discrimination and preference) of materials and products.

Dr. Stier also is serving currently as chairman of a similar committee of the Institute of Food Technologists, the Committee on Taste Testing and Consumer Preference.

Meat Canned in September

(Agricultural Marketing Service of USDA)

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	10,830	8,466	19,296
Canned hams	20,821	301	21,122
Beef hash	384	2,812	3,197
Chili con carne	1,019	13,098	14,117
Vienna sausage	247	4,328	4,575
Frankfurters and wieners in brine	2	62	64
Deviled ham	2	921	923
Other potted and deviled meat products	10	2,154	2,164
Tamales	204	3,161	3,365
Sliced, dried beef	22	187	209
Chopped beef	.....	742	742
Meat stew	254	5,787	6,041
Spaghetti meat products	314	9,277	9,591
Tongue (not pickled)	12	99	111
Vinegar pickled products	762	1,342	2,104
Sausage	.....	263	263
Hamburger	728	2,235	2,263
Soups	448	13,568	14,016
Sausage in oil	605	312	918
Tripe	.....	300	300
Brains	.....	124	124
Loins and picnics	1,888	191	2,079
All other products 20% or more meat	724	4,905	5,629
All other products less than 20% meat (except soup)	1,080	15,496	16,576
Total	40,357	90,132	130,480

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 132,132,000 pounds.

Room Reservations for 1961 Convention

Members who desire rooms at the 1961 Convention are urged to complete the room request form mailed to them a month ago, and return it promptly to N.C.A. Rooms are now being tentatively assigned.

Market Test of Artificially Sweetened Grapefruit Juice

Sale of grapefruit juice sweetened with a non-caloric sweetener increased total sales of canned grapefruit juices in retail stores covered in a recent marketing research survey, according to a report by the USDA. The juice was sold in large cans as a general grocery item rather than as a dietetic food.

The sample survey was conducted in Fort Wayne, Ind., by USDA's Agricultural Marketing Service in cooperation with the Florida Citrus Commission. The study is aimed at increasing efficiency in marketing farm products. In this instance the object was to see whether artificially sweetened grapefruit juice would expand the market for grapefruit.

After sales of canned grapefruit juice and competing products had been measured for a four-week period to provide data for comparisons, artificially sweetened grapefruit juice was introduced commercially in the market and was promoted by the industry group for three weeks.

Marketing researchers reported that during the 10 weeks following the promotion, total sales per week of canned grapefruit juice were up 53 percent over sales in the four weeks before promotion. During promotion artificially sweetened juice outsold regular juice by almost four to one. Almost all who bought the juice expressed satisfaction with it. Purchases of sugar-sweetened juice were not reduced by availability of the new juice.

Sales of unsweetened grapefruit juice dropped somewhat after introduction of the artificially sweetened juice, but this appears to have been associated with an out-of-stock or low stock position in a number of sample stores.

Single copies of the report, *Marketing Artificially Sweetened Grapefruit Juice* (MRR No. 432), may be obtained from the Office of Information, USDA, Washington 25, D. C.

Volume Feeding Management Features Canned Vegetables

Appearing in the October issue of *Volume Feeding Management* magazine is a food feature, "Canned Vegetables . . . as simple as seasoning," by Eulalia Blair, food management editor. The article is illustrated with three photographs of canned vegetable serving suggestions, one of Green Beans Fiesta furnished by the N.C.A. Consumer Service Division. Miss Blair says:

"Canned vegetables can be the showiest, best tasting, most profitable part of a menu. With ingenious handling, they can build customer satisfaction while conserving labor and trimming food costs. The counterpart holds true: indifference toward vegetable preparation, or slighting it altogether, will bring disappointments that are terribly hard to offset.

"Canned vegetables are convenient. They're ready to heat, season and serve. With all this pre-preparation done, they require less storage space. And, what every operator appreciates, there's no mess from cleaning or peeling, no labor and no bulky waste. Simply prepared as they come from the can, or used in combination with other vegetables—fresh, frozen or canned, they save precious hours of labor time.

"One operator sees this time-saving advantage from another angle. By featuring a fresh vegetable and a canned one, his cook can, even on busiest days, easily manage to cook in small batches throughout the serving period, and send out vegetables that are freshly prepared, at the height of their attractiveness.

"To benefit from their convenience and serve, at the same time, canned vegetables of superior quality, demands two things: Proper care in preparation; and the extra touch, a regard for seasoning. Careful handling is the first rule in preparation. Canned vegetables are fully cooked and susceptible to breaking. Heat them in small quantities to avoid crushing the bottom layers by the weight of the load on top. Dish up gently and avoid serving from deep containers—again, to prevent breaking and loss of appearance in handling."

Volume Feeding Management magazine subscribers include all types of institutional food service operations, such as restaurants, hotels, employee feeding facilities, hospitals, schools, colleges, clubs and caterers.

Canned Tuna and Tomato Juice

An attractive molded tuna and tomato layer salad is featured by Beth Merriman, food editor, in the October 2 issue of *Parade* magazine. It's conveniently made with canned tuna and tomato juice.

Miss Merriman said, "The next time you want to impress your guests at a luncheon or Sunday night supper, serve this Tuna-Tomato Ribbon Loaf. It does take a little time to prepare, but there's nothing difficult about it. And it's a dish that delights the eye and the palate."

A large photograph of the Tuna-Tomato Ribbon Loaf illustrates the food feature.

Parade is a Sunday supplement magazine appearing in 63 metropolitan newspapers throughout the country and has a circulation of approximately 9,600,000.

TABLE OF CONTENTS

PAGE

Convention
Room reservations for 1961 Convention 280

Food Regulation
Scientists back FDA proposal for more inspection authority 277
FDA regulation under color additive amendment 277

Inspection
USDA extends scope of meat inspection service 277

Marketing
Market test of artificially sweetened grapefruit juice 280

PAGE

Personnel
Dr. Stier elected 279

Raw Products
Market News Service described .. 278

Statistics
Vegetables for processing—indicated production 277
Deciduous fruit production 279
Production of field crops 279
Meat canned in September 279
Supply, pack, and shipment of certain canned foods 279

Trade Practices
FTC preparing to mail questionnaire to canners 277